WHAT IS CLAIMED IS:

1. An image formation apparatus comprising:

an image holder having a surface;

a latent image formation unit that forms an electrostatic latent image on the surface of the image holder;

a developing unit that develops the electrostatic latent image by using a charged toner; and

an image-receiving unit to which a toner image on the image holder is to be transferred;

a transferring unit that applies a transfer bias to the image-receiving unit to transfer the toner image onto the image-receiving unit, wherein

an amount of the transfer bias is set such that potential differences between surface potentials of an image section and a non-image section of the image holder and a surface potential of the image-receiving unit generate a discharging at the image section and do not generate a discharging at the non-image section.

2. The image formation apparatus according to claim 1, wherein

the image-receiving unit is an intermediate transfer unit that transfers a primary-transfer toner image on the image holder onto a transfer material as a secondary

transfer.

3. The image formation apparatus according to claim 1, wherein

a surface potential Vt1 of the image-receiving unit is set to satisfy

$$|Vi - Vt1| < Vd, \quad |Vb - Vt1| > Vd$$

where, Vd represents a potential difference at which a discharging is started between two objects in the environment of forming an image, Vi represents a surface potential of the image section on the image holder, and Vb represents a surface potential of the non-image section on the electrostatic latent image.

4. The image formation apparatus according to claim 2, wherein

the following relationships are satisfied

$$|Vi - Vt2| < Vd + |Vt3|, \quad |Vb - Vt2| > Vd + |Vt3|$$

where, Vd represents a potential difference at which a discharging is started between two objects in the environment of forming an image, Vi represents a surface potential of the image section on the image holder, Vb represents a surface potential of the non-image section on the image holder, Vt2 represents a potential applied to the primary transfer section of the intermediate transfer unit,

and Vt3 represents an attenuation of a potential difference due to the intermediate transfer unit.

5. The image formation apparatus according to claim 3, wherein

the potential difference Vd at which a discharging is started between two objects in the environment of forming an image is set to 320 V.

6. The image formation apparatus according to claim 2, wherein

a material that constitutes the intermediate transfer unit has a volume resistance of 1×10^3 to 10^{10} Ω cm.

7. The image formation apparatus according to claim 4, wherein

a material that constitutes the intermediate transfer unit has a volume resistance of 1×10^3 to 10^{10} Ω cm.

8. The image formation apparatus according to claim 1, the image formation apparatus further comprising:

a potential-difference amplifying unit that amplifies a potential difference between the image section and the non-image section of the image holder prior to the transfer of the toner image onto the image-receiving unit.

9. The image formation apparatus according to claim 8, wherein

the potential-difference amplifying unit amplifies the potential difference by irradiating a beam onto the toner image after the surface of the image holder has been re-charged.

10. The image formation apparatus according to claim 1, wherein

the developing unit is a wet-type developing unit that develops an electrostatic latent image formed on the image holder, by using a liquid developing agent.